



**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The internet address for GSA Advantage!™ is: <http://www.gsaadvantage.gov>.

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: Schedule 541
Contract Numbers: GS-07F-0185V (SIN 541-4C), GS-07F-0171U (SIN 541-4D)

For more information on ordering from Federal Supply Schedules click on FSS Schedules at fss.gsa.gov.

Contract Period:
February 1, 2008 through January 30, 2013



The Bridge Group, LLC

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Small, Native American Woman Owned Business

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Customer Information

1a	Awarded Special Item Numbers (SINs)	SIN 541-4C – Exhibit Design and Implementation Services SIN 541-4D – Conference Event and Tradeshow Planning Services (Small Business Set Aside) SIN 541-1000 – Other Direct Costs SIN 541-2000 – Other Direct Costs (Small Business Set Aside)
1b	Product Prices	Not Applicable
1c	Hourly Rates	See Attached GSA Schedule Price List
2	Maximum Order	\$1,000,000
3	Minimum Order	\$100
4	Geographic coverage	Domestic
5	Point(s) of production	The Bridge Group, LLC 53 Point Drive Bumpass, VA 23024
6	Discount from list prices or statement of net price	Prices shown are net
7	Quantity Discount	None
8	Prompt Payment Discount	Net 30 days
9a	Notification that Government purchase cards are accepted at or below the micro purchase threshold	The Government purchase cards are acceptable for all orders.
9b	Notification that Government purchase cards are accepted or not accepted above micro purchase threshold	The Government purchase cards are acceptable for all orders.
10	Foreign items	Not Applicable
11a	Time of delivery	To be negotiated with the ordering agency on each task order
11b	Expedited Delivery	To be negotiated with the ordering agency on each task order
11c	Overnight and 2-day delivery	Not Applicable
11d	Urgent Requirements	To be negotiated with the ordering agency on each task order
12	F.O.B Points	Destination, Location to be negotiated with the ordering agency on each task order

Ordering Information

13a	Ordering address	The Bridge Group, LLC 4200 Wisconsin Avenue, NW #106-231 Washington, DC 20016
13b	Ordering Procedures	Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The internet address for GSA Advantage!™ is: http://www.gsadvantage.gov .
14	Payment address	The Bridge Group, LLC 4200 Wisconsin Avenue, NW #106-231 Washington, DC 20016
15	Warranty provision	Standard Commercial Warranty
16.	Export packing charges	Not Applicable
17	Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)	Not Applicable
18	Terms and Conditions applicable to rental, maintenance and repair	Not Applicable
19	Terms and conditions for installation	Not Applicable
20	Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices	Not Applicable
20a	Terms and conditions for any other services	Not Applicable
21	List of service and distribution points	Not Applicable
22	List of participating dealers	Not Applicable
23	Preventive maintenance	Not Applicable
24a	Special attributes such as environmental attributes	Not Applicable
24b	Section 508 compliance information	The EIT Standards can be found at: http://www.section508.gov/
25	Data Universal Number System (DUNS) number	015604333
26	Notification regarding registration in Central Contractor Registration (CCR) database	The Bridge Group, LLC is registered with CCR

Definitions of Labor Categories

Project Executive

Experience: A Project Executive typically has a minimum of ten (10) to fifteen (15) years experience in the event or trade show industry and minimum of ten (10) years managing events, conferences and/or trade shows with increasing levels of responsibility and a minimum of seven (7) years experience overseeing and managing multiple complex events, conferences and/or trade shows and related personnel.

Functional Responsibility: A Project Executive typically assumes responsibility for reviewing timelines, personnel assignments, logistical plans, reviewing subcontracts, and writing of post-event analysis for submittal to client.

Project Director

Experience: A Project Director typically has seven (7) to ten (10) years experience in the event or trade show industry with increasing levels of responsibility and a minimum of five (5) years experience managing multiple events, conferences and/or trade shows.

Functional Responsibility: A Project Director often prepares and manages compliance of project timelines detailing performance milestones, assigns personnel and manages logistical plans. A Project Director also typically negotiates subcontracts, oversees sales and marketing efforts, compiles post-event analysis information and prepares post-event budget analysis.

Project Manager 2

Experience: A Project Manager 2 typically has five (5) to seven (7) years experience in the event or trade show industry with increasing levels of responsibility and a minimum of three (3) years experience managing events, conferences and/or trade shows.

Functional Responsibility: A Project Manager 2 frequently oversees and manages logistical details, manages personnel and executes project timelines, and interfaces with client and sponsors by phone and in person. A Project Manager 2 also oversees website development and graphic design, as well as design/publishing/printing of event agenda/program guide, registration execution, and onsite logistics. A Project Manager 2 conducts sales and marketing campaigns including telesales, handles phone inquiries, provides project updates, and conducts post-event follow-up.

Project Manager 1

Experience: A Project Manager 1 typically has three (3) to five (5) years of experience in the event industry and a minimum of one (1) year experience managing events, conferences and/or trade shows.

Functional Responsibility: A Project Manager 1 works under supervision of a Project Manager 2, assisting in execution of project timeline, reviews invoices, managing website development and graphic design, handling design/publishing/printing of event agenda/program guide, assisting with sales and marketing efforts, researching potential exhibitors and sponsors, and managing components of logistical planning. A Project Manager 1 also handles phone inquiries and interfaces with subcontractors.

Support Staff 2

Experience: A Support Staff 2 typically has a minimum of one (1) year experience in events, conferences and/or trade shows.

Functional Responsibility: A Support Staff 2 is moderately to closely supervised and assists in all facets of event, conference or trade show logistical planning and onsite production as assigned. Duties may include research and prequalification of prospective exhibitor/sponsor lists, handling phone inquiries and assisting with web and database updates.

Support Staff 1

Experience: Support staff must have working knowledge of MS Word and Excel, as well as other software required to fulfill contract.

Functional Responsibility: Support Staff 1 typically provides administrative, clerical or logistical services under close supervision. Duties may include processing registration, data entry, follow-up with exhibitors or attendees, assisting in research of potential exhibitors and sponsors, handling phone inquiries, and participation in onsite registration and event management.

Registrar

Experience: Registrar must have working knowledge of registration software, MS Word and Excel, as well as other software required to fulfill contract.

Functional Responsibility: A Registrar typically provides registration services under close supervision. Duties may include processing registration, data entry, customer service, follow-up with exhibitors or attendees, handling phone inquiries, and participation in onsite registration.

Bookkeeper

Experience: A bookkeeper must have minimum of 3 years experience in bookkeeping.

Functional Responsibility: A bookkeeper is typically responsible for processing payments, maintaining records for all revenue and expenses associated with each client, processing payments and providing numbers for client billing and budget analysis.

Graphic Designer

Experience: A graphic designer is typically a highly skilled individual with experience in the design of printed materials for clients including logos, graphic design, signage templates, marketing and promotional materials and other print needs.

Functional Responsibility: A graphic designer works closely with the senior project manager and project manager to execute client design needs.

Web Graphic Designer

Experience: A web graphic designer is typically a highly skilled individual with experience in the design of web sites and web graphics.

Functional Responsibility: A web graphic designer works closely with the senior project manager and project manager to execute client design needs within branding requirements established by the client and/or senior project manager/project manager.

Web Programmer/Developer

Experience: A web programmer/developer is typically a highly skilled individual with knowledge of and experience in the programming and development of web sites.

Functional Responsibility: A web programmer/developer works closely with the senior project manager, project manager and web graphic designer to execute client web needs and functionality.

GSA Schedule Price List

Labor Categories	Price	Unit/Issue
Project Executive	\$149.22	hour
Project Director	\$124.35	hour
Project Manager 2	\$99.48	hour
Project Manager 1	\$74.61	hour
Support Staff 2	\$64.66 (ST), \$97.00 (OT)	hour
Support Staff 1	\$49.74 (ST), \$74.62 (OT)	hour
Registrar	\$49.74 (ST), \$74.62 (OT)	hour
Bookkeeper	\$74.61	hour
Graphic Designer	\$124.35	hour
Web Graphic Designer	\$124.35	hour
Web Programmer/Developer	\$149.22	hour

The above rates include the GSA .75% Industrial Funding Fee. Rates are inclusive of all other discounts other than the prompt payment and quantity discounts.

GSA Schedule ODC Price List

ODC Item/Support Labor for SIN #541-1000 or SIN #541-2000	Price	Unit
Audio Visual	NTE \$509,435.30	package
Badge Holders (Count: 100)	\$1.51	each
Badge Holders - BIO with BIO clip (Count: 100)	\$1.76	each
Badge Ribbons - Stock (Count: 100)	\$1.51	package
Badge Ribbons - Custom (Count: 100)	\$2.57	package
Badge Scanning Equipment Package - Training Credit Tracking (100 scanners, 3 computers, 1 printer - 4 days) - does not include personnel	\$28,614.61	package
Badge Stock, Two-color, Recycled Paper (Count: 100 badges)	\$1.51	each
CART Services - Remote Text Streaming Captioner, Chat Module, and Narrator/Moderator for Chat Module; includes MS Word transcript - does not include internet	\$221.66	hour
Computers - (5) computers networked to (1) printer - 5 days	\$10,749.52	package
Computers - Cyber Café with Kiosks - (10) computers networked to (2) printers	\$17,803.82	package
Court Reporting	\$12.09	per page
Decals - 4" Round Imprinted (Count: 4000)	\$1,129.02	package
Drayage/Trade Show Décor - 256 booth trade show	NTE \$44,308.49	package
Electricity - (3) 30 amp, (1) 400 amp - 10 day advance order (based on Omni Shoreham DC)	\$3,929.47	package
Facilitation Services	\$120.91	hour

ODC Item/Support Labor for SIN #541-1000 or SIN #541-2000	Price	Unit
Facility Rental - 5000 person conference	NTE \$1,032,745.59	package
Folders - 2-pocket white, 1-color imprint on front (Count: 5000)	NTE \$6,060.40	package
Food and Beverage	NTE \$206,060.29	package
Housing Bureau	NTE \$30.23	room night
Internet Connection - daily, per computer	\$497.01	unit
Interpreters - American Sign Language (2 interpreters x 9 hours each - 18 hours total)	NTE \$2,176.32	package
Interpreters - Foreign Language - 2 European languages, includes equipment and headsets for 500 attendees	NTE \$44,685.14	package
Lanyards - BIO from recycled plastic bottles (based on 8000) - no imprint	\$1.26	each
Lanyards - no imprint	\$0.49	each
Business Matchmaking Services - recruit buyers and sellers; surveying; provide online matching system; register buyers and sellers; weekly reporting; onsite management	\$160,762.72	package
Music Licensing (minimum 2667 attendees)	\$0.06	attendee
Office Equipment - 6 computers, 4 printers, 2 copiers, 1 fax - 5 days	NTE \$4,540.68	package
Photographer - includes DVD of images	\$478.59	3 hours
Postage - (Count: 2810) 9"x12" envelopes with 2 tickets and 1 letter in each, first class mail	\$2,883.92	package
Printing - Conference Program - (Count: 5400) 100 double-sided black and white pages content; cover on 60# white offset printed 4/0; perfect bound	NTE \$39,195.97	package
Copies - black and white, per side - 8-1/2"x11"	\$0.11	page
Registration Package - 5000 person conference; includes custom web-based registration form, onsite registration services, equipment, supplies and personnel	NTE \$160,937.00	package
Security	\$35.26	event
Shipping - one-way, 1 dedicated straight truck, 5000 lb max	\$5,834.37	package
Shuttle Bus - 55 passenger local shuttle (Count: 1)	\$790.93	4 hours
Signage - 1 Meter x 8' Double Sided Foamcore	\$453.90	sign
Signage - 1 Meter x 8' Single Sided Foamcore	\$320.40	sign
Signage - 12"x24" Outdoor with Stakes	\$101.46	sign
Signage - 22"x28" Single Sided Foamcore	\$101.46	sign
Signage - 28"x44" Single Sided Foamcore	\$117.48	sign
Speaker - Keynote	NTE \$100,755.67	package
Stage Design	NTE \$43,818.72	package
Stationery - 20,000 pieces each 8-1/2"x11" letterhead and #10 envelopes, 3-color, no bleed; includes graphic design	\$6,118.89	package
Telephone - Local phone line with phone, daily rate (Count: 1)	\$260.59	unit
Temporary Staff	\$30.23	hour
Tent Cards - 3-1/2" x 11" cards (Count: 150)	\$70.46	unit
Travel - Overnight Rooms	\$437.23	per room per night
Video Captioning	\$2,569.27	8 hours
Walkie Talkies - Nextel - per radio, per day	\$88.64	radio

ODC Item/Support Labor for SIN #541-1000 or SIN #541-2000	Price	Unit
Walkie Talkies - per radio, per day	\$114.28	radio
Website Design - 3 design concepts, 3 rounds edits of selected design, 8 pages total; hosting and purchase of art not included	\$13,602.02	package
Webstream - 300 viewers, 2 hour streaming	\$906.80	unit

Military Color Guard or National Anthem Singer

The Bridge Group can also facilitate your needs for a Military Color Guard or National Anthem Singer through the closest military base, reservist office, or for events in DC, through the Military District of Washington (MDW). If the request is made on your official agency letterhead, the Color Guard and Singer can be provided on a complimentary basis assuming no travel is required.

Travel

Should you have travel needs for speakers or funded travelers, The Bridge Group can make those arrangements and will book travel in accordance with the Joint Travel Regulations.

Company Overview

Why The Bridge Group is Your Best Solution

A Native American woman-owned business, **The Bridge Group** brings decades of experience and a skilled team of experts to design, produce and manage event programs of all shapes and sizes.

Established in 1994, **The Bridge Group** is a small, woman-owned, full-service Event, Conference and Trade Show Management firm, focused on client satisfaction through superior delivery of client wants and needs. Using the team's extensive history in the meeting, event and production world, and coupled with the appropriate strategic alliances to ensure we can address every client need fully, **The Bridge Group** has successfully delivered events for a full range of clients from the Federal Government to the association community; and in the business community from small entrepreneurial firms to Fortune 500 companies. **The Bridge Group** is flexible in its approach to sales, marketing, and logistics management, advising and executing based on consensus with its clients.

The Bridge Group team has managed conferences and events with 20 – 20,000 attendees, and trade shows ranging from 5,000 to 50,000 net square feet, registration and travel arrangements for 10 – 20,000 attendees, graphic design for print, web and associated graphics, as well as technical and multi-media services for simple or complex programs. **The Bridge Group** has facilitated the design and fabrication of exhibit booths as large as 2-story 40'x60', and has managed the resulting exhibit programs. **The Bridge Group** has performed these tasks both domestically and internationally, and has the ability to deliver within compressed timeframes.

As a result of our activities, The Washington Business Journal has named **The Bridge Group** as one of the top 25 event planners in the Washington, DC area consistently since 2000.

- **The Bridge Group's** core competencies are event, conference and trade show management, and we deliver these services utilizing staff with senior level managerial skills. Larger projects require larger teams - **The Bridge Group** is built for scalability and accustomed to managing subcontractors.

- **The Bridge Group** has experience managing no-cost, firm fixed fee, and time and materials contracts, consistently adhering to established regulations, timelines and budgets with high performance marks.
- **The Bridge Group** has successfully delivered projects that require rapid and precise action immediately following contract award. We successfully organized the 20 city “road show” for the National Telecommunications and Information Administration (NTIA) BTOP program (including securing hotels, preparing graphic looks and assembling all relevant materials) within 5 days of contract award.
- **The Bridge Group** has experience working under BPAs, providing proposals and beginning work in as little as 24-48 hours. Our current BPA was awarded by National Oceanic and Atmospheric Administration in 2009 for the Department of Commerce. **Each event produced has been delivered on time and at or below budget.** A sampling of events produced under that BPA are the Presidential Summit on Entrepreneurship (in conjunction with the White House), three 10-city public road shows for NTIA's Broadband Initiative, the International Trade Administration's Safe Harbor Conference, four educational conferences for NTIA grantees (2 BTOP, PSIC, SBDD), and three Minority Enterprise Development (MED) Week Conferences for the Minority Business Development Agency.
- **The Bridge Group** has a hyper-focus on client wants and needs. As a cornerstone of our business, we apply an unparalleled level of customer service; regardless of the number of events we are handling at any given time, each of our clients has our undivided attention and commitment.

The Bridge Group truly believes in the concept of teamwork. We work with you to provide value-added service wherever possible. We are as concerned about the success of your event as you are and will actively participate wherever appropriate – from brainstorming to determining onsite logistics. We go the extra mile for you to ensure the highest levels of success and welcome the opportunity to show you what we can do for you.

With **The Bridge Group** team handling your event, conference or trade show management, you can devote your time and energy to your other event goals – creating a dynamic program, promoting dialogue amongst attendees and organizing stakeholders.

Please visit us at www.tbgevents.com for additional information on our company.

Background

Since its inception in 1994, **The Bridge Group** has provided full conference and trade show management to a variety of clients with conferences of varying sizes. On average, our superior negotiation skills have resulted in cost savings of 10-20%, and attendee surveys have returned highly favorable responses on the smooth execution of conference logistics and the professional look of the conference staging and graphics. **The Bridge Group** reduces the legal exposure of our clients by using IAEM-approved language in all exhibitor contracts, enhanced with additional language from our attorney. Our trade show and sponsorship marketing efforts have resulted in consistent growth and retention in an unsteady market.

The Bridge Group is flexible in its approach to conference management, customizing our approach to our clients' needs. Reporting style and format, interaction with client staff and frequency of planning meetings are a sampling of services that can be customized for each client.

Our clientele has included guests and speakers ranging from the President of the United States and members of Congress and Senate to business executives and military personnel. **The Bridge Group** philosophy is to treat each individual involved in a conference with respect and grace. The conferences produced by **The Bridge Group** have ranged from very high-end conferences



with full production, custom video modules and multiple themed events to events solely requiring payment of facility and vendor expenses. Each client has different needs and goals, consequently, our style and approach differ with each client. From full outsourcing of a conference, to integration with a client's existing staff - we strive to find solutions that work for you.

The Bridge Group works with you to determine event themes and goals, and makes recommendations that will help enhance and support these themes and goals. Whether your goals are fiscal, stylistic or substantive, **The Bridge Group** will manage all of the details that result in the success of your event.

Scope of Services

Below is a sampling of services offered by **The Bridge Group**:

- Event, Trade Show, Public Festival and Conference Management
- Exhibit Management
- Exhibit Fabrication Management
- Site Selection and Contract Negotiation
- Logistics Management
- Registration Services
- Concept Creation based on Marketing Goals
- Theme/Concept Design & Implementation
- Marketing Design & Production
- Stage Design & Technical Production
- Vendor Contracting & Management
- Telesales & Direct Marketing Campaigns
- Attendee Marketing & Advertising
- Financial Management
- Onsite Management
- Post-Event Reporting & Recommendations